



Thematic and Textual Analysis of Financial Corporations' Public Communication of Neurodiversity Hiring Programs and Corporate Initiatives to Hire Neurodivergent Individuals and Advance (Neuro)diversity Inclusion



Purpose

- Analyze texts from three financial corporations' public communication about their neurodiversity hiring programs.
- Understand how they communicate their efforts to hire neurodivergent employees and what types of values they attribute to hiring neurodivergent candidates.

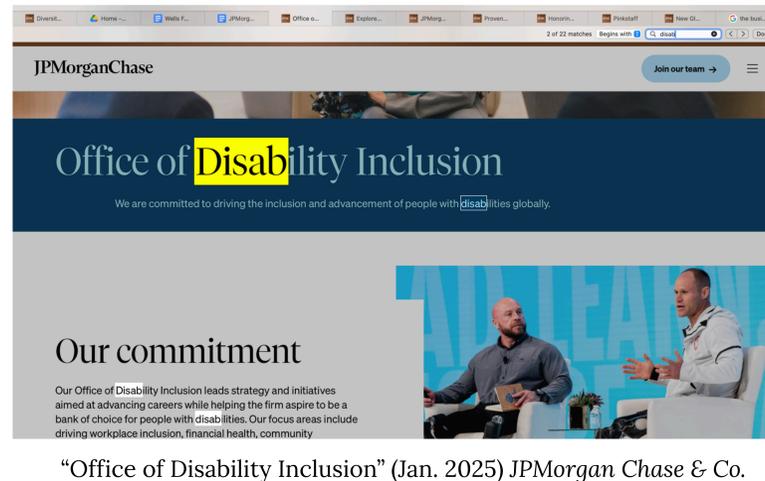
Rationale

- Organizations are recognizing that neurological differences are a set of strengths, not a deficit according to the neurodiversity movement (Social Model of Disability).
- To understand how organization's description of hiring neurodivergent candidates is demonstrated through the implementation of their hiring programs and other initiatives.
- General lack of research on the perspectives and experiences of neurodivergent employees in the context of organizational diversity.

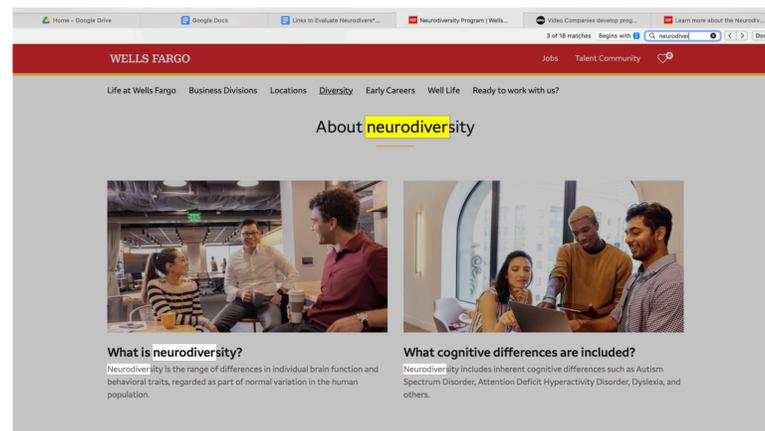
Theoretical Frameworks

- Stakeholders - group of individuals who are directly or indirectly affected by corporations' decisions; individuals who can exert influence on corporate actions (Basil & Erlandson, 2008).
- Stakeholder Relationship Management (SRM) Perspective - the process of building and maintaining long-term relationships with stakeholders influenced by power, trust, satisfaction, and commitment (Meintjes & Grobler, 2014).
 - 1st Assumption: Organizations who manage relationships with their stakeholders achieve financial, social, and environmental sustainability.
 - 2nd Assumption: Communication between the organization and stakeholders are primarily about engagement.
- Corporate Social Responsibility (CSR) - corporations' commitment to aligning morals and ethics in organizational practices that enhance stakeholders' concerns through implementing socially responsible and ethical initiatives (Basil & Erlandson, 2008; Zhang et al., 2024).
- Textual Analysis - analyzing texts to understand their interpretations and "judging the strengths, weaknesses, accuracy or inaccuracy of texts" (Brennan, 2017, p. 204).
- Thematic Analysis - identify recurring phrases, keywords, or ideas and interpret them for their inherent meaning (Naem et al., 2023)

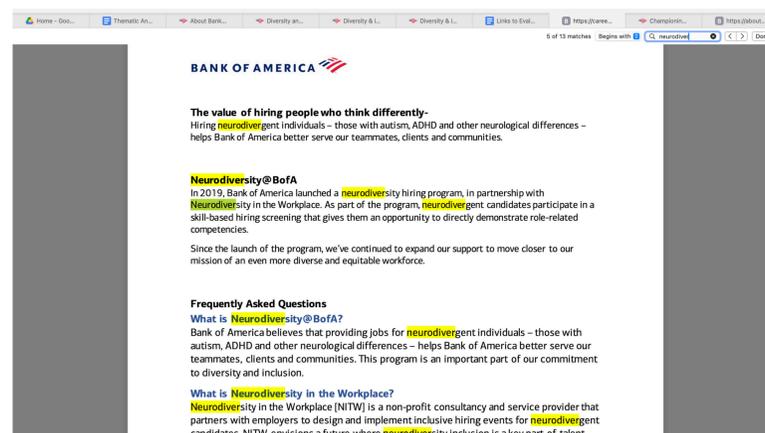
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"Office of Disability Inclusion" (Jan. 2025) JPMorgan Chase & Co.



"About neurodiversity" (Jan. 2025) Wells Fargo & Company



"Neurodiversity in the Workplace" (Jan. 2025) Bank of America Corporation

Research Findings from Analysis

- **Framing** - how three financial corporations frame content pertaining to neurodiversity and the challenges facing the neurodivergent population, in their public communication.
 - Framing neurodiversity - perceiving neurodiversity in a positive, strengths-based approach (social model of disability).
 - Framing challenges - 30-40% unemployment rate for the neurodivergent population (Lee & Lever, 2024).
 - Framing resources - JPMorgan Chase's Autism at Work launched in 2015.
 - Framing ethical needs - accommodations, policies, and programs aimed at employee support and personal wellbeing (Bank of America's Neurodiversity).
 - Framing connectivity - Chase's Office of Disability Inclusion uses third-person references (e.g. *Our Commitment*, *Our Initiatives*, and *Come Work with Us*).
 - Framing network - Bank of America's external networking with Neurodiversity in the Workplace (NITW), non-profit consultancy and service provider.
- **Values** - type of values corporations attribute to hiring neurodivergent candidates, as well as their efforts to implementing opportunities for the disabled population.
 - Innovation.
 - Leveraging neurological differences in organizational practice
 - Critique corporations description of individuals with neurological differences as "extremely gifted."
 - Testimonials from neurodivergent employees demonstrate their positive experience and contributes to the organization's credibility and reputation as socially responsible.
 - Mutually beneficial relationship between organization and neurodivergent population.

Conclusion

All three financial corporations utilize websites as public communication to frame the anticipated benefits and outcomes gained through these hiring programs. However, there is much needed improvement in their rhetoric of disability to prevent reinforcing harmful stereotypes towards neurodivergent individuals--and to an extent the disabled population.